



# Brain Innovation Days

12-13 October 2021  
Brussels, Belgium

United for Brain Innovation

The **Brain Innovation Days** were launched virtually in October 2020, kicking off **one full year of a packed brain innovation agenda** leading up to the Brussels on-site event on 12-13 October 2021.

**179 million Europeans** are currently living with brain disorders, and this is to steadily increase as the population ages. Though one in three Europeans are set to live with a brain disease at some point of their life – neurological and mental alike – brain treatments remain insufficient and research is disproportionately underfunded compared to other disease areas.

At the same time, we have inspiring innovators in the brain space paving their way to building solutions for patients with brain disorders. In order to connect all parties involved, enhanced multi-stakeholder engagement in the brain ecosystem is needed to foster dialogue, exchange knowledge, accelerate investment in research and innovation, facilitate business development and showcase on-going work.

This is what the Brain Innovation Days are about: a **platform** bringing together science and society and an **annual event** where leaders in the brain ecosystem, researchers, industry, start-ups, innovators, policymakers, investors, health care professionals and patients are invited to discover the potential for innovation and build strong matchmaking opportunities.

## The Brain Innovation Days journey



Virtual launch event, exploring how brain innovation is changing Europe



A series of digital sessions throughout 2020-2021, including “My Start-up in 180 seconds” Pitch Competition with two awards for the ‘Best Pitch’



Prominent, cutting-edge speakers in their fields



Online content streams with regular updates on the latest in brain innovation, including the [Brain Talks podcast series](#) available through all major podcast platforms



Connecting the brain community through matchmaking and networking opportunities

## Join us in October for:



The first-ever **European Brain Summit**, a high-level, policy-focused Plenary Session co-organised by the [European Brain Council](#) and [EBRAINS](#)



Showcasing the latest breakthroughs in the brain innovation space



High-level, policy-driven discussion with key players in the EU



Stimulating and inspirational presentations from across the community



A demonstration of state-of-the-art innovations from start-ups and industry



Networking and potential matchmaking with like-minded stakeholders

# ••● Session Types ●••



## EUROPEAN BRAIN SUMMIT – PLENARY SESSION

This high-level, policy-focused Plenary Session will convene the first-ever European Brain Summit. The European Brain Summit is a special collaboration between two leading European organisations in the field of brain research: the [European Brain Council](#) and [EBRAINS](#).



## BREAKOUT SESSION

Breakouts will be stakeholder-led sessions dedicated to exploring a particular topic or issue in detail in an informal, hands-on way. Their duration spans up to 75 minutes and can take several formats, based on application (eg. panel discussion, roundtable, world café, brainstorming session, etc.)



## AGORA SESSION

Agoras will be mini sessions of up to 20 minutes from industry innovators, start-ups, and other key members of the brain innovation ecosystem. Industry and community-led and featured in the exhibition space, they can accommodate a limited number of attendees in a more relaxed and informal setting.



## INNOVATION SHOWCASE

Similar to the Agora session, Innovation Showcases are mini sessions of 10 minutes focused on one particular innovation, be it a new technology/device, treatment in the pipeline or beyond. Industry and community-led and featured in the exhibition space, they can accommodate a limited number of attendees in a more relaxed and informal setting.



## BRAIN TALKS

Brain Talks are concise, inspiring and thought-provoking presentations from speakers leading cutting-edge research or activities supporting innovation in brain science.



## EXHIBITION VILLAGE

The exhibition space will run across the two full days of the Brain Innovation Days and act as a central hive for showcasing the latest research, products, start-ups, etc. in brain innovation and a space for open discussion, networking and potential matchmaking.

*The Breakout Sessions, Agora Sessions, Innovation Showcases, Brain Talks and Exhibition slots are open by [application](#) from the community (until 23 July 2021) and through sponsorship, as detailed below. All are subject to review by the Brain Innovation Days Programme Committee's appointed evaluators.*

# ●●● Sponsorship Packages ●●●

<b>Opportunities</b> <i>(Number of sponsors)</i>	<b>Platinum</b> (2)	<b>Gold</b> (2)	<b>Silver</b> (4)
<b>Price</b>	€25,000 + VAT (if applicable)	€18,000 + VAT (if applicable)	€12,000 + VAT (if applicable)
<b>Opportunity to organise one breakout session<sup>1</sup> and one Brain Talk<sup>3</sup></b>	✓		
<b>Opportunity to organise one breakout session<sup>1</sup></b>		✓	
<b>Opportunity of a speaker in one breakout session<sup>2</sup></b>			✓
<b>Opportunity to organise a webinar<sup>4</sup></b>	✓		
<b>Newsletters-acknowledgment as sponsor</b>	✓	✓	✓
<b>Access to private networking lounge</b>	✓	✓	
<b>Communication around company in one BIDs newsletter</b>	✓ Communication around company innovation initiative(s) - 250 words	✓ Communication around company innovation initiative(s) - 150 words	
<b>Deluxe table-top in exhibition village</b>	✓	✓	
<b>Table-top in exhibition village (at least 10)</b>			✓
<b>Insert in delegate bag or distributed at registration</b>	✓ (Max. A4 size, 4 pages, double-sided)	✓ (Max. A4 size, 2 pages, double-sided)	✓ (Max. A4 size, 1 page double sided)
<b>Number of free registrations for sponsor delegates</b>	4	2	1
<b>Use of event logo</b>	✓	✓	✓
<b>Acknowledgment on all communications</b>	✓	✓	✓
<b>Corporate Partners' section on event homepage</b>	✓ <ul style="list-style-type: none"> <li>• 250-word profile max.</li> <li>• link to company website</li> <li>• opportunity to propose 2 pieces of content (content at discretion of Partner, eg. video, scientific article)</li> <li>• Interview with a company representative or company designated contact</li> </ul>	✓ <ul style="list-style-type: none"> <li>• 150-word profile max.</li> <li>• link to company website</li> <li>• opportunity to propose 1 piece of content (content at discretion of Partner, eg. video, scientific article)</li> </ul>	✓ <ul style="list-style-type: none"> <li>• 50-word profile max.</li> <li>• link to company website</li> </ul>

<b>Opportunities</b> (Number of sponsors)	<b>Platinum</b> (2)	<b>Gold</b> (2)	<b>Silver</b> (4)
<b>Price</b>	€25,000 + VAT (if applicable)	€18,000 + VAT (if applicable)	€12,000 + VAT (if applicable)
<b>Logo on event website and app</b>	✓	✓	✓
<b>Sponsor acknowledgment at event</b>	✓	✓	✓
<b>Acknowledgment as sponsor of Innovation Village</b>	✓		
<b>Social media communication</b>	✓  Speech recorded and disseminated online  Acknowledgement as sponsor, where applicable  Periscope interview	✓  Acknowledgement as sponsor, where applicable	✓  Acknowledgement as sponsor, where applicable

<sup>1</sup>Opportunity to organise a full Breakout Session. The sponsor can propose a topic and speakers (internal company speakers or externally invited speakers). The session topic and content need to be accessible to a wider audience and is to be approved by the BIDs Programme Committee.

<sup>2</sup>Opportunity to suggest a speaker within an existing Breakout Session (from the sponsoring company or an externally invited speaker). The speaker needs to be approved by the Breakout Session organisers and the BIDs Programme Committee.

<sup>3</sup>Opportunity to organise a Brain Talk, which is a short (capped at 12 minutes), inspiring address on an exciting, “hot” topic approved by the BIDs Programme Committee.

<sup>4</sup>Opportunity to organise a webinar after the in-person event and before the end of 2021. The length of the webinar is max. 90 minutes. The session topic and content need to be accessible to a wider audience and is to be approved by the BIDs Programme Committee. EBC will help promote the webinar to its community through its usual communication channels.

For more details on each session type, please see page 2.



## ••● Sponsorship Add-ons ●••



### **AGORA SESSION** (Organised by Sponsor)

PRICE: 3,000 EUR (Limited in number)

Agoras are mini-sessions of 20 minutes (15 minutes presentation and 5 minutes Q&A) from industry innovators, start-ups, and other key members of the brain innovation ecosystem. The agora session is focused on one or several innovations, be it a new technology/device, treatment in the pipeline or beyond. The session is located in the exhibition area, and can accommodate a limited number of attendees in a relaxed and informal setting.



### **INNOVATION SHOWCASE** (Organised by Sponsor)

PRICE: 2,000 EUR (Limited in number)

Similar to the Agora session, Innovation Showcases are mini-sessions of 10 minutes from industry innovators, start-ups, and other key members of the brain innovation ecosystem. The Innovation Showcase is focused on one innovation, be it a new technology/device, treatment in the pipeline or beyond. The session is located in the exhibition area, and can accommodate a limited number of attendees in a relaxed and informal setting.



### **COFFEE BREAK(S)**

PRICE: 500 EUR

Coffee breaks, scheduled during specific times in the exhibition area, will represent an important time for participants to gather to engage in animated discussion between sessions.

Benefits:

- Your logo prominently displayed on bars and snack stations
- Sponsors are allowed and encouraged to maximise exposure by providing branded paper napkins
- Acknowledgment on event website



### **LUNCH BREAK(S)**

PRICE: 1,000 EUR

Lunch breaks, will represent an important time for participants to gather to engage in animated discussion between sessions.

Benefits:

- Your logo prominently displayed on bars and snack stations
- Acknowledgment on event website



## NOTEPADS & PENS

PRICE:

1,500 EUR (*Only pens*)

1,500 EUR (*Only notepads*)

2,250 EUR (*Both*)

Get the attention of attendees and strengthen your company's branding by sponsoring the meeting notepads and pens. Provided by a sponsor at their own expense, every registered delegate will be provided with a pen and notepad in the BID delegate bag. The set may include the sponsor's company logo/brand (no product branding allowed), which is a prominent way to promote your company and will continue as a reminder and useful accessory after the event. The BID organisers reserve the right to approve the items the sponsor wishes to include. If company branded, the notepad needs also to include the EBC or BID logo.

### Benefits

- Sponsor's corporate branding (only, no product branding) on the notepad and pens
- Produced and delivered by the sponsor company, design approved by the BID Organisers
- Acknowledgment on event website



## WATER STATIONS

PRICE: 2,000 EUR | Exclusive Item

Keeping hydrated is always important. This opportunity allows a sponsor to gain recognition for their commitment to help our attendees to remain hydrated by branding a number of distinct water stations (at least 3) strategically positioned in highly frequented areas in the venue.

### Benefits

- Sponsor branding on water stations throughout the BID event venue
- Sponsor branding on cups, at the Sponsors discretion and cost; potential to include reusable bottles instead of one-time-use cups in order to encourage sustainability.
- Acknowledgment on event website



## WIFI SERVICE

PRICE: 4,000 EUR | Exclusive Item

WiFi at events is no longer a 'nice to have'. Reliable WiFi access is a critical must-have productivity tool. Today, all laptops and other mobile devices have wireless capabilities and enable their users to access their e-mail and browse the Internet from almost anywhere. Since meeting attendance takes delegates away from their daily work, WiFi access is essential to stay connected and to save on costly roaming charges. Sponsoring the meeting WiFi offers excellent visibility for the sponsor who will support a service which will certainly be very useful to most attendees. WiFi internet access will be available throughout the BID meeting venue and will provide sufficient coverage and bandwidth for the expected number of attendees.

### Benefits

- Branded login page (company, not product branded) to be defined and designed by the sponsor in consultation with and upon approval of the BIDs Organisers
- The sponsor may also add a short corporate (not product) message in addition to the corporate logo
- Company logo on a voucher with the delegate bags announcing the WIFI service and login information (produced by EBC or provided by the sponsor)



## EMAIL BLAST

PRICE: 750 EUR

Have your individual announcement for your Industry Sponsored Session, exhibition table top or other information sent out to all registered delegates (only the delegates who have opted in). E-mail will be designed by the sponsor and will be sent out by the BID Secretariat. Sponsor must provide html-codes incl. texts, pictures etc. A maximum of 5 e-mail blasts are available and an individual company can book maximum one e-mail blast.

### Benefits

- Acknowledgment on event website
- Acknowledgment on event website E-mail sent to all registered delegates (who have opted in)



## DELEGATE BADGE LANYARDS

PRICE: 4,000 EUR | (Material and delivery – at charge of sponsor)

Part company branded – part Brain Innovation Days branded. Layout must be submitted to the event secretariat for approval.

### Benefits:

- Sponsor's logo on the lanyard
- Each delegate will receive a lanyard
- Acknowledgment on event website



## DELEGATE BAG INSERTS

PRICE: 500 EUR (Per Flyer) | (Material and delivery – at charge of sponsor)

Your company may provide an educational or promotional item (no more than 2 pages double-sided, up to A4 size) that will be inserted in the delegate bags. PDF versions of the inserts must be submitted for approval by the BID organisers before insertion into the bags.

### Benefits:

- Targeted outreach to each attendee
- Acknowledgment on event website



## MISCELLANEOUS GIVEAWAYS

PRICE: 1,000 EUR

Sponsor the production useful giveaways for delegates, such as protective face masks and/or tote bags in order to promote brain innovation further and ensure maximum visibility.



### Benefits:

- Acknowledgment on event website



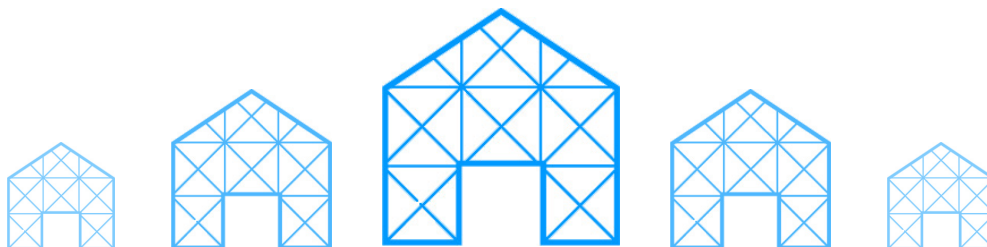
It takes a village to build sustainability. The Brain Innovation Days organisers strive to keep the event as sustainable as possible and encourage all above materials to be produced consciously and for printing to be kept to a minimum.

# ●●● Exhibition Village ●●●

Opportunities	Exhibitors <sup>1</sup>
<b>Price</b>	€350 + VAT (if applicable)
<b>One table top in the allocated area with one table and chair</b>	 General exhibition
<b>Number of tickets included</b>	1
<b>Logo exposure on website and programme booklet, mailings and additional exhibition showcase coverage</b>	

The [call for exhibitors](#) is currently underway. All applications will be reviewed by an independent Selection Committee made up of experts in various brain-related fields.

*<sup>1</sup>The two winners of the January 2021 Pitch competition will receive a free table top. The Pitch Competition Finalists and companies that submitted an application for the Pitch Competition but were not selected will be offered a reduced table top fee of 300 EUR.*



For further information, please contact EBC Partnership Project Manager, Rik Bollaert: rik@braincouncil.eu

